

**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

IT Promotion – Release of advertisement in The Hindu Newspaper, in connection with the JKC Awards Function on 28<sup>th</sup> April, 2010 - Sanction and Release of Rs.3,11,962/- in favour of M/s. Softline Advertising Pvt Ltd – Orders – Issued.

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**INFORMATION TECHNOLOGY & COMMUNICATIONS (Promotions) DEPARTMENT**

**G.O.Rt.No. 145**

**Dated: 05 -06-2010**

**Read the Following:**

- 1) From I&PR, Release Order No.4/Display Agency-PP/Advt.I-2/2010-11, dt:12.05.2010.
- 2) From M/s. Softline Advertising Pvt Ltd, Invoice No:017, dt:29.04.2010.
- 3) G.O.Rt.No.2479, Finance (EXPR – GAD II) Department, dt:11.05.2010.

**ORDER:**

In connection with the JKC Awards Function presided over by Hon'ble Chief Minister on 28<sup>th</sup> April, 2010, it has been decided to release advertisement in The Hindu Newspaper, through M/s. Softline Advertising Pvt Ltd.

2. Accordingly, vide second read above, M/s. Softline Advertising Private Limited has raised invoice for Rs.3,11,962/- (Rs.3,07,200 + Service tax Rs.4,762) after carrying out the said advertisement, towards the advertisement artwork and design and insertion charges in The Hindu Newspaper.

3. Government, therefore, hereby accord, sanction and release Rs.3,11,962/- (Rupees Three Lakhs Eleven Thousand Nine Hundred and Sixty Two Only) in favour of M/s. Softline Advertising Pvt Ltd towards the artwork and design charges and release of advertisement in The Hindu Newspaper.

4. The amount sanctioned in para3 above shall be debited to the following Head of Account:

3451	: Secretariat Economic services
MH (090)	: Secretariat-Schemes included in the plan
GH (11)	: Normal State Plan
SH (22)	: Information Technology & Communications Department
280	: Professional Services
284	: Other Payments

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5. M/s. Softline Advertising Pvt Ltd shall submit an advance stamped receipt for the amount sanctioned in Para3 above, to this department in duplicate.

6. The Joint Director & D.D.O., IT&C Department shall draw the amount of Rs.3,11,962/- (Rupees Three Lakhs Eleven Thousand Nine Hundred and Sixty Two Only) sanctioned in Para 3 above by preferring the claim with the Dy.P.A.O. Secretariat Branch and arrange for payment through crossed cheque favouring M/s. Softline Advertising Pvt Ltd, after deduction of Income Tax at source as per applicable rate.

7. This order issues in concurrence with the orders issued by Finance Department, vide their G.O.Rt.No.2479, Finance (EXPR.GAD-II) Department dated: 11.05.2010 (BRO).

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**K.RATNA PRABHA  
PRL.SECRETARY TO GOVERNMENT**

To

M/s. Softline Advertising Pvt Ltd,

# 404, Citadel Apartments,

3-5-579, Vittalwadi lane,

Himayathnagar, Hyderabad

The Accountant General (Audit), Andhra Pradesh, Hyderabad

The Accountant General (A&E), Andhra Pradesh, Hyderabad

The Director of Treasuries and Accounts, Andhra Pradesh, Hyderabad

The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad

The Pay and Accounts Officer, Andhra Pradesh, Hyderabad

The Resident Audit Officer O/o Pay and Accounts Officer, Hyderabad

The JD & DDO, IT&C Department

Copy to:

Fin. (EXPR-GAD II) Department

S.F./Spare

// FORWARDED : : BY ORDER //

**SECTION OFFICER**